

SHONAMONIR CHAADER HASHI

(CHILDREN'S PRECIOUS SMILE)



Mom & Baby

SHARED VISION

A COUNTRY WITH 20 DEATHS PER 1000 LIVE BIRTHS OF CHILDREN AGED UNDER-5 BY 2030.

PROJECT OBJECTIVE

❖ INCREASING ANTI-NATAL, POST-NATAL CARE BY 70% AND INCREASING INSTITUTIONAL DELIVERY, WHICH WILL HELP REDUCE THE CHILD MORTALITY RATE BY RAISING AWARENESS AMONG THE TARGET GROUP BY 2030.

CURRENT SITUATION

- ❖ UNDER-5 MORTALITY AS PER BDHS 2017 REPORT IS 45 DEATHS PER 1,000 LIVE BIRTHS.
- ❖ INFANT MORTALITY RATE IS 38 DEATHS PER 1,000 LIVE BIRTHS.
- ❖ NEONATAL MORTALITY RATE IS 30 DEATHS PER 1,000 LIVE BIRTHS, WHICH ACCOUNTS FOR 67% OF ALL UNDER-5 DEATHS.

PROJECT GOAL

❖ TO REDUCE THE NEO-NATAL MORTALITY RATE IN BANGLADESH BY ACHIEVING A RATE FROM 22 TO 12 PER 1000 LIVE BIRTHS BY 2030.

SWOT ANALYSIS

Strength	Weakness	Opportunities	Threats
<ul style="list-style-type: none">• Trained staff (govt. & NGO)• Available facilities• Well structure• Adequate logistics and equipment• Supervision and monitoring• Government policy and guideline	<ul style="list-style-type: none">• Unwillingness of service providers• Lack of sincerity• Unavailability of staff at the workplace• Lack of proper monitoring and supervision	<ul style="list-style-type: none">• Involvement of local government• Engagement of political, social and religious leaders• Support from different stakeholders	<ul style="list-style-type: none">• Religious and social barriers• Natural disasters and calamities• Communication gaps

COMMUNICATION OBJECTIVES

- ❖ 90% HOUSEHOLD VISITS BY FIELD WORKERS,
- ❖ MONTHLY 2 PREGNANT MOTHERS GATHERING (PER UNION),
- ❖ TELEPHONE COMMUNICATION WITH PREGNANT WOMEN,
- ❖ SETTING INDICATORS AT HOUSEHOLDS TO IDENTIFY PREGNANT MOTHERS EASILY,
- ❖ DISTRIBUTING POSTERS/CARDS ON FIVE DANGER SIGNS FOR PREGNANT MOTHERS,
- ❖ POSTERS/CARDS ON DANGER SIGNS FOR NEWBORNS.



ACTIVITIES

- ❖ DISCUSSION WITH PREGNANT MOTHERS TO GIVE THEM A VISUAL IMAGE, TO MOTIVATE THEM PRACTICE THE DO'S AND DON'TS DURING AS WELL AS AFTER PREGNANCY.
- ❖ FOLK THEATRE (SONG) ON BUILDING AWARENESS AMONG PREGNANT WOMEN AND THEIR FAMILIES UNDER "SHONAMONIR CHAADER HASHI (CHILDREN'S PRECIOUS SMILE)" PROJECT.
- ❖ DISTRIBUTION OF POSTERS ON DIFFERENT ISSUES, SUCH AS: 5 DANGER SIGNS FOR PREGNANT WOMEN, 5 DANGER SIGNS FOR NEWBORNS, NUTRITIOUS FOODS FOR PREGNANT WOMEN, ANTI-NATAL AND POST-NATAL CARE FOR PREGNANT WOMEN, ETC.



BENEFITS FROM THE PROJECT

- ❖ A HEALTHY AND STRONG CHILD
- ❖ SAFE PREGNANCY
- ❖ APPROPRIATE HEALTHCARE SERVICES
- ❖ BETTER SERVICES FROM MINIMIZED COST

MONITORING & EVALUATION

Monitoring:

- Checklist (During observation & visit)
- Exit interview of clients (after events)
- Periodically data cross-check (target vs achievement)

Evaluation:

- Baseline Survey (April-May 2023)
- Midterm Survey (April-May 2026)
- Endline Survey (April-May 2030)

BUDGET

- ❖ PROJECT PERIOD: APRIL 2023 – MARCH 2030
- ❖ BUDGET: BDT 2,75,32500 /= (TWO CRORE SEVENTY-FIVE LAKH THIRTY-TWO THOUSAND AND FIVE HUNDRED TAKA ONLY)

THANK YOU!

